ORDER

Orders

Order / Rev:

104408

Alt Order #:

06832085

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

10/24/12 - 10/30/12

Original Date / Rev:

07/18/12 / 07/18/12

Order Type:

GENERAL

Primary AE:

mary AE: Amy McCreary

Sales Office:

Sales Region:

KSNV

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

00001606.006

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast

Cash

EOM/EOC

00:15:00

15%

Advertiser

Name:

Heller, Dean for U.S. Senate

Demographic:

A35+

PLC01

Product Codes: Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 10/01/12
 10/28/12
 68
 \$46,375.00
 \$39,418.75

 10/29/12
 10/30/12
 38
 \$21,750.00
 \$18,487.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$46,375.00	\$39,418.75	0.00
November 2012	38	\$21,750.00	\$18,487.50	0.00
Totals	106	\$68, 1 25.00	\$57,906.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$68,125.00
Market	100%	\$234,913,79

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$61,077.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$42,284.48
KTUD	1%	\$2,349.14
KVVU	24%	\$56,379.31
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,698.28

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Spo	ts	Rate Pri	Rtg Type S	pots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/W M-F 5-6a WakeUp w/V	_	5-6a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
	NEWS			,	-								
	<u>Star</u>	t Date E	End Date	Weekdays Spot	s/Week	<u>Rate</u> <u>F</u>	Rating				ł		

Print Date: 07/18/12 10:13:07

KSNV

Page 2 of 6

Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832085

Product Desc:

: HELLER FOR SENATE

Flight Dates: 10/24/12 - 10/30/12 Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate P	ri Rtg Type	Spots	Amount
E 1 KSNV 10/29/12 10/30/12 M-F 5-6a WakeUp w/Wa@M 5-6a MT :30 2 \$300.002	0,00 NM	2	\$600.00
M-F 5-6a WakeUp w/Wagners NEWS			
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT 2 \$300.00 0.00			
Week: 10/29/12 11/04/12 MT 2 \$300.00 0.00 E 2 KSNV 10/24/12 10/26/12 M-F 5-6a WakeUp w/WaQM 5-6aw-F :30 2 \$300.002	0,00 NM	2	\$600.00
M-F 5-6a WakeUp w/Wagners	O,OO INIVI	2	\$600.00
NEWS Start Date			
Week: 10/22/12 10/28/12W-F 2 \$300.00 0.00			
E 3 KSNV 10/24/12 10/26/12 M-F 6-7a WakeUp w/Wa@M 6-7aW-F :30 3 \$700.001	0.00 NM	3	\$2,100.00
M-F 6-7a WakeUp w/Wagners NEWS			
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/22/12 10/28/12W-F 3 \$700,00 0.00			
E 4 KSNV 10/29/12 10/30/12 M-F 6-7a WakeUp w/WagM 6-7a MT :30 2 \$700.001 M-F 6-7a WakeUp w/Wagners	0.00 NM	2	\$1,400.00
NEWS			
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/29/12 11/04/12 MT 2 \$700.00 0.00			
E 5 KSNV 10/29/12 10/30/12 Today Show CM 658a-9am MT :30 4 \$600.002	0.00 NM	4	\$2,400.00
Today Show TODAY			+=,
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/29/12 11/04/12 MT 4 \$600.00 0.00			
E 6 KSNV 10/24/12 10/24/12 Today Show CM 658a-9amW :30 2 \$600.002	0.00 NM	2	\$1,200.00
Today Show TODAY			
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/22/12 10/28/12W 2 \$600.00 0.00 E 7 KSNV 10/25/12 10/26/12 Today Show CM 658a-9amTF :30 2 \$600.002	0.00 NM	2	ቀላ ማስስ ሰሰ
Today Show	O.GO INIVI	4	\$1,200.00
TODAY Start Date			
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12TF 2 \$600.00 0.00			
E 8 KSNV 10/24/12 10/26/12 M-F Today Show II 3rd H0M 9-10aW-F :30 2 \$275.002	0.00 NM	2	\$550.00
M-F Today Show II TODAY II			
Start Date			
Week: 10/22/12 10/28/12W-F 2 \$275.00 0.00	0.00.4174	_	
E 9 KSNV 10/29/12 10/30/12 M-F Today Show II 3rd HBM 9-10a MT :30 2 \$275.002 M-F Today Show II	0.00 NM	2	\$550.00
TODAY II			
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/29/12 11/04/12 MT 2 \$275,00 0.00			
E 10 KSNV 10/29/12 10/29/12 M-F Today Show III 4th IBM 10am-11am M :30 1 \$225.002	0.00 NM	1	\$225.00
Today 4th Hour TODAY III			
Start Date End Date Weekdays Spots/Week Rate Rating			
Week: 10/29/12 11/04/12 M 1 \$225.00 0.00	··		
E 11 KSNV 10/24/12 10/26/12 M-F Today Show III 4th 16M 10am-11amWTF :30 3 \$225,002 Today 4th Hour	MM 00.0	3	\$675.00
TODAY III			
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12WTF 3 \$225.00 0.00			
E 12 KSNV 10/25/12 10/26/12 Rachael Ray CM 11am-12pmTF :30 2 \$225.002	0.00 NM	2	\$450.00
Rachael Ray		_	+ ,00,00
RR <u>Start Date </u>	:		
Week; 10/22/12 10/28/12TF 2 \$225.00 0.00			
E 13 KSNV 10/29/12 10/30/12 CM 11am-12pm MT :30 2 \$225.002	0.00 NM	2	\$450.00

Print Date: 07/18/12 10:13:07

0:13:07 Page 3 of 6

Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832085

32085

Product Desc:

HELLER FOR SENATE

Flight Dates: 10/24/12 - 10/30/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Rachael Ray				··············				·	
RR			Rachael Ray									
	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/2	29/12	11/04/12	МТ	2	\$225.00	0.00						
E 14 KSNV	10/29/1	2 10/30/12	Noon News	СМ	12-1230pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
NEWS			Noon News									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	MT	2	\$275.00	0.00						
E 15 KSNV	10/24/1	2 10/26/12	Noon News	СМ	12-1230pm	~-W-F	:30	2	\$275.002	0.00 NM	2	\$550.00
NEME			Noon News									
NEWS Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	W-F	2	\$275.00	0.00				ŀ		
E 16 KSNV	10/24/1	2 10/26/12	The Agenda 1230	pm CM	1230-1p	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
4.050.15			The Agenda 1230	0pm								,
AGEND.		End Data	Monkdaya	Contable	D-4-	D-4!						
<u>ਤਾਰ।</u> Week: 10/2	<u>t Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$225.00	Rating 0.00						
E 17 KSNV			The Agenda 1230		1230-1p	-T	:30	1	\$225.002	0.00 NM	1	\$225.00
			The Agenda 1230	-				·	VM20.00 L	0.00 11111		Ψ220.00
AGEND.	-	E - 1 D - 1	187 1 1									
<u>Stai</u> Week: 10/2	<u>t Date</u>	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
E 18 KSNV			Days of our Lives	CM	1258p-2pm	-T	:30	1	\$275.002	0.00 NM	1	\$275.00
	(0,00.)	- 10,0011-	Days of our Lives		:200p 2pm	•	.00	•	φ2/0.002	0.00 14141	,	φ215,00
DAYS												
	t Date	End Date	<u>Weekdays</u> ~T	Spots/Week	Rate	Rating				ŀ		
Week: 10/2 E 19 KSNV		11/04/12 2 10/26/12	Days of our Lives		\$275.00 1258p-2pm	0.00 WTF	:30	3	\$275.002	0.00 NM	2	ቀበባተ ለባ
2 10 110111	1012-171	2 10/20/12	Days of our Lives		1250p-2pm	AN (1	.50	3	\$21J.UUZ	0.00 10101	3	\$825.00
DAYS												
	t Date	End Date 10/28/12	<u>Weekdays</u> wrF	Spots/Week	Rate	Rating						
Week: 10/2 E 20 KSNV			The Doctors	CM 3	\$275.00 2pm-3pm	0.00 W-F	:30	2	\$225.002	0.00 NM	0	#450.00
LZO RONV	1012-111	2 10/20/12	The Doctors	OW	zpin-opin	v v-,	.50	2	\$220.00Z	IVINI DO,D	2	\$450.00
DRS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2 E 21 KSNV		10/28/12	The Destars	2	\$225.00	0.00	-20		#00E 000	0.00.3184	_	* 1 * * * * * * * * * * * * * * * * *
EZIKSNV	10/29/1	2 10/30/12	The Doctors The Doctors	СМ	2pm-3pm	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
DRS			1110 200010									
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/		11/04/12	MT	2		0.00			*****			
E22 KSNV	10/29/1	2 10/30/12	Dr. Phil Dr Phil	CM	3-4p	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
PHIL			D1 1 1									
	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	MT	2	\$300.00	0.00						
E23 KSNV	10/24/1	2 10/26/12	Dr. Phil Dr Phil	СМ	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
PHIL			PIT IIII									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	WTF	3	7	0.00						
E 24 KSNV	10/24/1	2 10/26/12	NEWS 3 at 4 (1 4PM NEWS (1 h	·	4-5pm (4:00 PM-4:3	~-WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS			TENNINE VYO (I [II	our <i>)</i>	(4:00 PM-4:3	o rivi)						
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	WTF	3	\$450.00	0.00	·					
E 25 KSNV	10/29/1	2 10/30/12		CM	4-5pm	MT	:30	2	\$450.002	0.00 NM	2	\$900.00

Print Date: 07/18/12 10:13:07 Page 4 of 6 Order / Rev: 104408 Advertiser: Heller, Dean for U.S. Senate

KSNV

Product Desc:

HELLER FOR SENATE Flight Dates: 10/24/12 - 10/30/12

Estimate:

Alt Order #:

06832085

Ln Ch Start End **Inventory Code** Days Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 MT----\$450.00 0.00 E 26 KSNV 10/29/12 10/30/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT~~~~ \$450.00 0.00 E 27 KSNV 10/24/12 10/26/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 \$450.002 0.00 NM 3 \$1,350.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -WTE--3 \$450.00 0.00 E 28 KSNV 10/24/12 10/26/12 M-F Early News CM 5-630p --WTF---:30 6 \$1,200.001 0.00 NM 6 \$7,200.00 M-F Early News **NEWS** Start Date Spots/Week End Date Weekdays Rating Rate Week: 10/22/12 10/28/12 --WTF--6 \$1,200.00 0.00 E 29 KSNV 10/29/12 10/30/12 M-F Early News CM 5-630p MT----:30 4 \$1,200,001 0.00 NM \$4,800.00 M-F Early News **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----4 \$1,200.00 0.00 E 30 KSNV 10/29/12 10/30/12 M-F Jeopardy CM 630-7pm MT----:30 2 \$1,300,001 0.00 NM 2 \$2,600.00 M-F Jeopardy JEP **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT~~~~ 2 \$1,300.00 0.00 E 31 KSNV 10/24/12 10/26/12 M-F Jeopardy 630-7pm СМ --WTF--.30 3 \$1,300.001 0.00 NM 3 \$3,900.00 M-F Jeopardy JEP Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/22/12 10/28/12 --WTF--3 \$1,300,00 0.00 E 32 KSNV 10/24/12 10/25/12 M-F Wheel CM 7-730pm --WT---:30 2 \$1,300.001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL Start Date End Date Rating Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WT---\$1,300.00 0.00 E 33 KSNV 10/29/12 10/30/12 M-F Wheel CM 7-730pm MT----:30 2 \$1,300,001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$1,300.00 0.00 E34 KSNV 10/29/12 10/30/12 Face to Face w/ RalstonCM 730-758pm MT----:30 2 \$450.002 0.00 NM 2 \$900.00 Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$450.00 0.00 E 35 KSNV 10/24/12 10/26/12 Face to Face w/ RalstonCM 730-758pm --WTF--:30 3 \$450.002 0.00 NM \$1,350.00 3 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 --WTF--Week; 10/22/12 \$450,00 0.00 E36 KSNV 10/25/12 10/25/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/22/12 10/28/12 --T---\$775.00 0.00 E 37 KSNV 10/29/12 10/29/12

CM

11pm-1135pm

:30

\$775.002

0.00 NM

\$775.00

1

Print Date: 07/18/12 10:13:07 Page 5 of 6

KSNV

Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

10/24/12 - 10/30/12

06832085

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F News 3 at Eleven M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$775.00 0.00 E 38 KSNV 10/29/12 10/30/12 The Tonight Show 1135p-1237a CM :30 MT----\$275.002 0.00 NM 2 \$550.00 **Tonight Show** TON SHOW Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating MT----Week: 10/29/12 11/04/12 \$275.00 0.00 E 39 KSNV 10/24/12 10/26/12 The Tonight Show CM 1135p-1237a --WTF--:30 \$275.002 0.00 NM 3 \$825.00 Tonight Show TON SHOW Start Date Weekdays **End Date** Spots/Week Rating <u>Rate</u> Week: 10/22/12 10/28/12 --WTF--\$275.00 0.00 E 40 KSNV 10/27/12 10/28/12 Sa-Su News 3 at ElevenCM 11pm-1135pm \$750.002 :30 0.00 NM 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----SS \$750.00 0.00 E41 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a :30 ----S-\$225,002 0.00 NM 1 \$225.00 News 3 Sunrise SATURDAY **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$225.00 0.00 E 42 KSNV 10/27/12 10/27/12 Saturday Today CM 7a-9am :30 \$325.002 ----5-0.00 NM \$325.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 43 KSNV 10/27/12 10/27/12 News 3 Today - SATURIDM 9am-930am \$300.002 :30 0.00 NM \$300.00 News 3 Today - SAT NEWS\ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----5-\$300.00 0.00 E 44 KSNV 10/27/12 10/27/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$450.002 0.00 NM \$450.00 Sa-Su Early News **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 10/28/12 ----\$-Week; 10/22/12 \$450.00 0.00 E 45 KSNV 10/27/12 10/27/12 Weekend Jeopardy/WheeM 630-730pm ----S-:30 \$375.002 0.00 NM 1 \$375.00 WKND Jeop/Wheel JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rating Rate ----5-\$375.00 Week: 10/22/12 10/28/12 0.00E 46 KSNV 10/27/12 10/27/12 Saturday Night Live CM 1130pm-1:02am :30 \$750,002 0.00 NM 1 \$750.00 Saturday Night Live SNL Start Date **End Date Weekdays** Spots/Week Rate Rating 10/28/12 Week: 10/22/12 ----5-\$750.00 0.00 E 47 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND&M 6a-7a \$350.002 :30 0.00 NM \$350.00 News 3 Sunrise SUNDAY **NEWS** Spots/Week **End Date** Weekdays Start Date Rate Rating Week: 10/22/12 10/28/12 \$350.00 0.00 E 48 KSNV 10/28/12 10/28/12 Sunday Today CM 7a-8am ----S \$750.001 0.00 NM \$750.00 Sunday Today **SUN TODAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$750.00 E 49 KSNV 10/28/12 10/28/12 CM 8a-9am ----S :30 \$3,000.001 0.00 NM \$3,000.00

Print Date: 07/18/12 10:13:07 Page 6 of 6

KSNV

Totais

106

\$68,125.00

Order / Rev: 104408 Advertiser: Heller, Dean for U.S. Senate

Alt Order #:

06832085

10/24/12 - 10/30/12 Flight Dates: Estimate:

Product Desc:

HELLER FOR SENATE

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Meet the Press Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/22/12 10/28/12 ----S 1 \$3,000.00 0.00 E 50 KSNV 10/28/12 10/28/12 News 3 Today Wknd СМ 9a-930am ----S :30 \$250.002 0.00 NM 1 \$250.00 News 3 Today **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> 10/28/12 ----5 Week: 10/22/12 \$250.00 0.00 E 51 KSNV 10/28/12 10/28/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$375.002 0.00 NM 1 \$375.00 Chris Matthews SUN 9:30am CM Start Date End Date **Weekdays** Spots/Week Rate Rating ----S Week: 10/22/12 10/28/12 \$375.00 0.00 E 52 KSNV 10/28/12 10/28/12 NFL Football CM 1P-9PM ----S :30 1 \$8,000.002 0.00 NM \$8,000.00 NFL Football SNFL Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 ----S \$8,000.00 0.00 E 53 KSNV 10/28/12 10/28/12 Sports Night in Las VegaSM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rating Rate ----S Week: 10/22/12 10/28/12 \$200.00 0.00